



**Meeting Summary**  
**911 Board Education Committee**  
**07/22/2014**  
**Cherokee Conference Room**  
**Bush Street Building**  
**3514 Bush St**  
**Raleigh, NC**  
**2:00 PM – 4:00 PM**

<u>Standards Committee</u>	<u>Staff</u>	<u>Guest</u>
Margie Fry, Chair	Tina Bone	
Jeff Shipp	Richard Bradford	
Jimmy Stewart	Dave Corn	
Lora Nock	David Dodd	
Rick Thomas	Richard Taylor	

Richard Taylor called the meeting to order at 02:09 PM. He welcomed everyone and called the roll.

Margie asked that the new members to introduce themselves. They are Jeff Shipp (Board member) with Star Telephone and Lora Nock with Dare County.

Margie Fry welcomed everyone, and made opening remarks. She indicated that Richard would give the committee an update on the movie trailer project. She advised the committee that Richard and she met with Jan Withers from the Deaf and Hard of Hearing Community who reached out to the Board on issues for the community she represents including text-to-911. Margie concluded her remarks by discussing the importance of communicating with legislators, county government and municipality officials

#### Recap Movie Trailer Project

Richard recapped. There were two bidders for the RFP. Both proposals were very expensive and while potentially they served large population areas the geographic areas were small and certainly not statewide. In the end Richard asked for the RFP to be cancelled. Since that time one of the bidding companies purchased the other company.

Richard was not comfortable spending that kind of money and not reaching everyone in the State. He suggested as an alternative the Committee pursue using Time Warner Cable channel 14 and the PEG channels to do short public service commercials. A recent 15 second public service segment was shown to the Committee.

Richard is having a meeting tomorrow with the surviving company that bid on the movie trailer. Unless there is a significant change he suggested that the committee not pursue this further.

Margie suggested there is still a lot of social media and other medias to be utilized. The important part is to come up with the right message(s). Tina agreed to put together a Facebook page for the 911 Board.

### Educating Legislators and Local Officials

Margie talked to Board members Lee Worsley and Andrew Grant about how to reach this constituency. They suggested that depending upon the message they will help us get in front of the appropriate groups. There was a discussion that the Board sometimes is criticized out of a lack of knowledge of what the Board has accomplished and what the Board does. The Board is focused on helping PSAPs. Margie suggested the committee needs to come up with an appropriate message or messages.

Richard spoke to the Association of County Commissioners earlier this year. The Commissioners expressed concern that the eligible funds list was too restricted. Richard explained to them that many of their PSAPs are not asking for reimbursement for eligible expenses.

Margie again asked what the message ought to put in front of these groups. A discussion ensued.

### Educating PSAP Personnel

David discussed a presentation he made to the TC Symposium in April. What is history for some telecommunicators was real life for many of us. Based on that success David has put together a 4 – 6 hour class on staff retention.

The Board has 2 one hour sessions scheduled at the APCO/NENA Conference. In addition the Board will conduct an open 2 hour “open mike” session at the conference.

The Committee discussed text-to-911 implementation and were advised by Staff that it is progressing slowly. Richard relayed the story of a text-to-voice call the Fayetteville 911 Center received on a human trafficking case. The call was received on an admin line. The victim was saved.

### Other Topics

Margie asked what two or three messages should the Education Committee pursue?

Richard discussed forming a Managers Group. He has talked to NENA and APCO leadership and NENA and APCO reps on the Board. The group would be for the PSAP Director and Assistant Director. Initially there would be a meeting in Raleigh for all PSAP managers and afterwards 4 regional groups would be formed and they would potentially meet once per quarter. Richard would like to recommend that the Board pay for bringing all the people for the first managers meeting to Raleigh. The idea is to

have direct communication and education between the Board and PSAP Directors to discuss whatever is on their minds.

Rick suggested that we have the meeting in conjunction with the NENA/APCO meetings.

Margie asked how the Education Committee can help facilitate this. Richard answered that each committee chair would be present to share information.

Marge asked if there were any other topics to bring before the committee today.

The next meeting date will be August 28 from 10:00 AM to 12:00 PM at 4200 Paramount Parkway, Mooresville.

Margie adjourned the meeting at 03:47 PM.